

Method of Quantitative Analysis of Corporate Communication Performance

Abstract

A method for the analysis, benchmarking, and finally improvement of communications pertaining to the field of public relations is described. The methodology is based on a massively quantitative approach suitable for numerical processing. Furthermore, it takes into account data outside the realm of communications and the press, such as a company's commercial and financial market performance to normalise the quantitative results and facilitate comparisons between competitors. Taking into account proprietary data such as the communication budget of a client the performance of the communications effort can be benchmarked objectively. Finally, the method offers the resulting key performance indicators to a wide audience within the client company in a "cock-pit" style manner.